



Department of
General Services

Available State Resources for Small & Diversity Businesses

T E N N E S S E E

PTAOC

PROCUREMENT TECHNICAL ASSISTANCE CENTER



Who We Are

- PTAC is funded, in part, by the U.S. Department of Defense and is administered through a cooperative agreement with the Defense Logistics Agency.
- PTAC services are delivered to you at **no charge**.



Center for Industrial Services
INSTITUTE *for* PUBLIC SERVICE





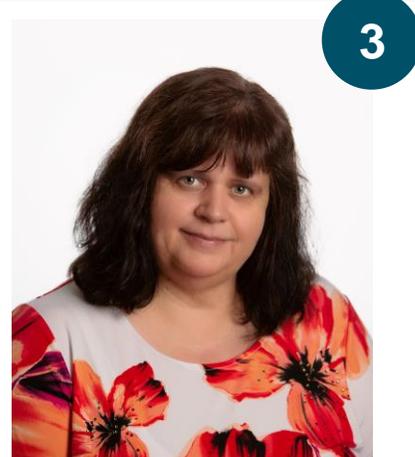
Veronica Clark

West Tennessee



Debbie Barber

Middle Tennessee



Jutta Bangs

East Tennessee



Paul Middlebrooks

Program Manager



Center for Industrial Services
INSTITUTE for PUBLIC SERVICE



- Counseling
- Training
- Conferences
- Bid Opportunity Searches
- Referrals
- Contract Solicitation Review
- Acquisition Regulations
- Marketing Strategy



Center for Industrial Services
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How Your Tennessee PTAC Assists New Businesses

- | Understanding government markets for goods and services
- | Readiness assessment for government contracting
- | Website registration, including on SAM and SBA
- | Matching products or services with government requirements
- | Interpretation of solicitations and bid documents

How Your Tennessee PTAC Assists New Businesses

- | Competitive market research
- | Finding bid opportunities
- | Obtaining technical specifications
- | Federal Acquisition Regulations

Steps to Becoming a Federal Contractor

Establish business model and legal entity

Prepare for government registration (EIN/TIN, DUNS number, bank account)

Research on sam.gov and USAspending.gov

Register with the System for Award Management

SBA Size Standards



| | Commerical and Institutional | |
|--------|------------------------------|------|
| 236220 | Building Construction | 36.5 |
| 541310 | Architectural Services | 7.5 |
| 541320 | Landscape Services | 7.5 |
| 541330 | Enginnering Services | 15.0 |

It's important to recognize that a firm can be small for some NAICS while at the same time be 'other than small' (large) for others.

www.sba.gov/tools/size-standards-tool

Who Is Your Target Customer?



FEDERAL



STATE



COUNTY



LOCAL

Small Business Goals

%Procurement Goals:

Small Business Set Asides 7%

Woman Owned Business 5%

Minority Businesses 5%

SBA's 8(a) Certification

Small Disadvantage Business

Service Disable Veteran 3%

SBA HUB-Zone program 3%

<http://map.sba.gov/hubzone/maps/>

Total 23%

Who to Contact



Debbie Barber, CCAS, CPP
Procurement Counselor
debbie.barber@tennessee.edu



IN THE KNOW DIVERSITY MEETING

WISTY PENDER | STATE DIRECTOR, BERO
M: 615.630.5604 | WISTY.PENDER@TN.GOV

programs and initiatives

TELEMANESSE

1974 - 1975



Initiatives to Know About | Small businesses and DBEs

Initiatives within TNECD

- **TN Placemakers Entrepreneurship Fund**

Fund is a pool of monetary resources dedicated to assisting entrepreneurs across the state create and expand their businesses.

(tn.gov/ecd/rural-development/tn-placemakers.html)

- **Opportunity Zones**

A federal economic development tool designed to spur economic development and job creation in low-income communities. (tn.gov/ecd/opportunity-zones.html)

- **Economic Gardening**

Targets existing second stage small businesses with assistance on strategic issues and provides customized research so they can grow.

(Tennessee.NationalCenterEG.org)

Initiatives through Public-Private Partnership

- **Rural Opportunity Fund**

Access to \$18.75M in capital for loans and lines of credit ranging from \$5,000 to \$5M for Tennessee's rural small businesses. (pathwaylending.org)

- **Driving Innovation**

A mobile resource for youth and adults designed to create awareness and provide technical assistance and hopefully the three platforms, theLab, theVenture and theAMP will be on the road soon! (tndrivinginnovation.com)

For your radar: SSBCI 2.0 (awareness only – no programs yet)

For SSBCI 2.0, the Treasury has allocated \$117M to TN (pending application) for (1) small business financing, and (2) technical assistance to help small and diverse businesses become capital ready.

(tn/ecd/small-business/ssbci.html)





TN Placemakers Entrepreneurship Fund | Purpose

Be A Placemaker

What is the TN Placemakers Entrepreneurship Fund?

A pool of monetary resources dedicated to assisting communities across the state, from rural to urban, to develop and train small businesses and entrepreneurs by allowing them to obtain funds for broad and diverse activities.

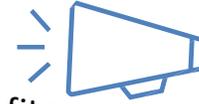
The two groups of funding are (1) Assess & Plan, Build & Sustain, and Support & Train, and (2) Pivot & Recover – a new funding group tied to the impacts of the pandemic.

Why does it matter?

We took our entrepreneurship and small business development initiatives and consolidated them into a single fund to improve the overall customer experience and streamline access to funds for our communities.

Talent is everywhere, opportunity is not, and availability does not equate to equitable access. TN Placemakers strives to help communities provide opportunity through true access for the small businesses and entrepreneurs that are and will be a part of their community. We know [those businesses include microenterprises, minority, women and veteran-owned businesses, entrepreneurs with disabilities and those in underserved and underrepresented areas.](#)

Who can apply?



- Nonprofits
- Educational institutions
- Government entities

This includes ED organizations, chambers of commerce, development districts, public-private partnerships, etc. Nonprofit applicants must be established for at least three years. This grant is not intended to support an individual business; it is for the benefit and support of businesses.

IMPORTANT:

- Individual businesses are not eligible for TN Placemakers funding. If you are looking for resources for individual business, visit [BERO](#).
- To verify that your nonprofit is in good standing in TN, do a business information search [here](#) before applying.
- If you have questions, please email the [TN Placemakers team](#).

Type of Grant: Reimbursement

Application Period: Open

Note: Applications are accepted and reviewed on a rolling basis until funding the program dollars are fully awarded.



TN Smart Start™ Community Partner Training | Intro

This training will prepare you to provide resources to small business owners and entrepreneurs

The TN SmartStart™ Community initiative is designed to train and equip Community Partners with the resources and tools to address the needs of new and existing small businesses and entrepreneurs within their own communities.

What is a TN SmartStart™ Community?

It is a community that uses a “no wrong door” approach to get people who are interested in starting or growing a business to the right resources, no matter which “door” they try. It also helps the community deliver up-to-date resources and tools to its aspiring and existing small businesses and entrepreneurs.

Why does it matter?

The goal of a SmartStart™ Community is to increase collaboration within a community. The participating individuals/entities, called Community Partners, increase value in their community, not to mention in their customer and stakeholder satisfaction.

Thank you for your interest in being a Community Partner!





TN SmartStart™ Community Partner Training | Defining

Community Partners are key!

Who is a Community Partner?

Each SmartStart™ Community must have a minimum of three (3) unique Community Partners who are willing to provide resources (aka be “doors”) for their aspiring and existing small business and entrepreneurs.

Community Partners could be any combination of the following entities...

- Elected official’s office
- Chamber of Commerce
- ESOs (Entrepreneurial Support Organization)
- Electric/utility providers
- Business owners and leaders, small or large, for-profit or nonprofit
- Educational institutions
- Inventors, artists, makers
- Et. al.

There is a lot of flexibility because we know your community is unique.





TN SmartStart™ Community Partner Training | Scenario 1

Business Planning

Scenario

- Chelsea walks through your door. She has an exciting idea to open a new breakfast restaurant.
- She wants to capture the early morning crowd... healthy breakfast options and maybe lunches, too.
- She goes into some detail about the coffee, maybe roasting it down the road, baked goods she wants to sell, among other food offerings and who the restaurant will appeal to, etc.
- She explains that she has worked in restaurants but does not have any prior business experience. She knows she needs startup money to purchase equipment, etc., and has found a building that could work.

Challenge

She clearly has lots of ideas! She says she is looking for help on where to start and specifically mentions the areas of funding, business planning, and possibly franchising.

You are a Community Partner so she saw your “Smart Businesses Start Here” decal. As a Community Partner, you can direct her to several resources.

Where do you start?



TN SmartStart™ Community | Become a part of or start a new SmartStart Communities...

West Tennessee

- ✦ Alamo
- ✦ Bartlett
- ✦ Brownsville
- ✦ Collierville
- ✦ Covington
- ✦ Dyer
- ✦ Dyersburg
- ✦ Halls
- ✦ Humboldt
- ✦ Jackson
- ✦ McKenzie
- ✦ Paris
- ✦ Savannah
- ✦ Selmer
- ✦ Somerville
- ✦ Trenton
- ✦ Union City
- ✦ Whiteville

Middle Tennessee

- ✦ Centerville
- ✦ Columbia
- ✦ Cookeville
- ✦ Fayetteville
- ✦ Gallatin
- ✦ Hohenwald
- ✦ Lawrenceburg
- ✦ Lebanon
- ✦ Lewisburg
- ✦ Livingston
- ✦ McMinnville
- ✦ Mount Pleasant
- ✦ Murfreesboro
- ✦ Pulaski
- ✦ Shelbyville
- ✦ Tullahoma
- ✦ Winchester

East Tennessee

- ✦ Athens
- ✦ Bristol
- ✦ Cleveland
- ✦ Elizabethton
- ✦ Erwin
- ✦ Greeneville
- ✦ Johnson City
- ✦ Kingsport
- ✦ Morristown
- ✦ Newport
- ✦ Rogersville
- ✦ Sweetwater



To learn more or sign-up visit tn.gov/e cd/bero



Snapshot | Projects, Initiatives, Programs

advocate, assist, convene, develop, design, discover, diversify, expand, implement, outreach, organize, support

Below is a quick snapshot of the projects, initiatives, and programs in the support and development of DBEs, small business and entrepreneurs throughout Tennessee. They run within TNECD and its public-partnerships. Each works to:

- Diversify the TN economy through the support of DBE, microenterprise and small business formation and expansion;
- Support and expand an inclusive continuum of access to capital for DBEs, small businesses and entrepreneurs throughout Tennessee; and/or
- Make TN the easiest place to open and run a business in the nation

See key below.

| | Projects • Initiatives • Programs | Notable | Who/What | Description |
|------------|---|--|----------|--|
| TNECD | BERO Website | ★ Most Visited | ◆◆◆◆◆ | Most visited Topics include Topics in Economic Inclusion; Initiatives; TN SmartStart; Static, PDF/hard copy resources; etc. |
| | Tennessee SmartStart™ Guide | 248K+ pageviews FY21 | ◆◆◆◆◆ | Interactive and print guide for starting a business, including how register, referrals to assistance locally, and a dynamic business model canvas A recognized national best practice in print and online versions. |
| | TN SmartStart™ Community | 40 communities | ◆◆◆◆◆ | Helps a community support a thriving entrepreneurial environment by being trained in the utilization of available tools and resources for local entrepreneurs. |
| within | TN Placemakers Entrepreneurship Fund | \$414K grant mount awarded | ◆◆◆◆◆ | Funding dedicated to assisting communities to develop and train small businesses and entrepreneurs by allowing them to obtain funds for broad and diverse activities from rural to urban. |
| | State Small Business Credit Initiative (SSBCI) 2.0 | \$65M+ state allocation | ◆◆◆◆◆ | Support and expand an inclusive continuum of access to capital for small businesses and entrepreneurs throughout Tennessee |
| Activities | Opportunity Zones | 75 counties | ◆◆◆◆◆ | Tennesseeans live in one |
| | Economic Gardening | 700K+ access to new revenue streams | ◆◆◆◆◆ | A federal economic development tool designed to spur economic development and job creation in low-income communities. |
| | | | | Targets existing second stage small businesses with assistance on strategic issues and provides customized research so they can grow. |

| | Projects • Initiatives • Programs | Metric | Who/What | Description |
|---|--|---|-------------|--|
| Activities with Public-Private Partnerships | Stakeholder/Resource Partner Activities | *** | ◆◆◆◆◆ | Partnered to present/host related to disaster recovery, procurement, placemaking, economic development education |
| | ESO Summit | 1st one! | ◆◆ ●●●●● | A virtual, half-day check-up and working session for ESOs, Entrepreneur Support Organizations in Tennessee, who work hands-on with small businesses and entrepreneurs ESOs statewide. |
| | Rural Opportunity Fund | \$25.4M+ in loans | ◆◆◆◆◆ | Provides access to \$18.75M for loans and lines of credit ranging from \$5,000 to \$5M for rural small businesses. |
| | Driving Innovation | 65 counties visited 25K people reached | ◆◆◆◆◆ | Mobile platforms – theLab, the Venture and theAMP helping Rural Areas advance STEAM education; mentor entrepreneurs; support small business owners; enhance public spaces; and amplify community assets. Defunded in FY2021. |

find more information and details within the BERO annual report on the projects, initiatives, and programs highlighted in the snapshot.

Snapshot Key

| Symbol | Category | Description |
|--------|--|---|
| ◆◆ | DBE, Small Business, Entrepreneur | A small business owner or a part of the executive leadership of a small business or an entrepreneur; may also be considered a minority-owned, woman-owned and/or veteran-owned business, a business owner with disabilities and/or an underserved and underrepresented. |
| ◆◆ | ESO (Entrepreneur Support Organization) | This means they are hands-on, directly working with DBEs, small businesses and/or entrepreneurs through a nonprofit, education-connected, and/or government connected organization that supports businesses to start, grow and expand. |
| ◆◆ | Lender/Funder | They represent a bank, CFDI, credit union and/or other financial institution, development district, (angel or venture) equity investor, private funder, etc.. |
| ◆◆ | Elected Officials and staff | They are an elected official at any level of government, including their staff. |
| ◆◆ | Stakeholder/Resource Partner | They do not provide direct hands-on support to DBEs, small businesses or entrepreneurs but are interested in their development and success such as an economic development agency, a chamber of commerce; a local, state or federal agency, etc. |
| ●● | Access to Resources, Education and Tools | Resources, tools and educations, including technical business assistance for the existing and potential DBEs, small business and entrepreneurs. |
| ●● | Access to Capital | Includes grants, debt and equity |
| ●● | Convening | Bringing together groups to increase capacity and reach among groups |
| ●● | Placemaking | A way to leverage local assets (human and natural) in a way that impacts the cultural, economic and social aspects of their community to intentionally create a good sense of place and enhance a strong sense of community and wellbeing. |
| ●● | Policy • Regulatory • Compliance | Policy, regulatory, and/or compliance issues, topics |
| ▲ | Information available on dashboard. | https://www.tn.gov/transparency/state-fiscal-overview/open-edg/connect/road-performance-metrics/entrepreneurship.html |

Acknowledgement: City of Houston, Dept of Neighborhoods, via #IC

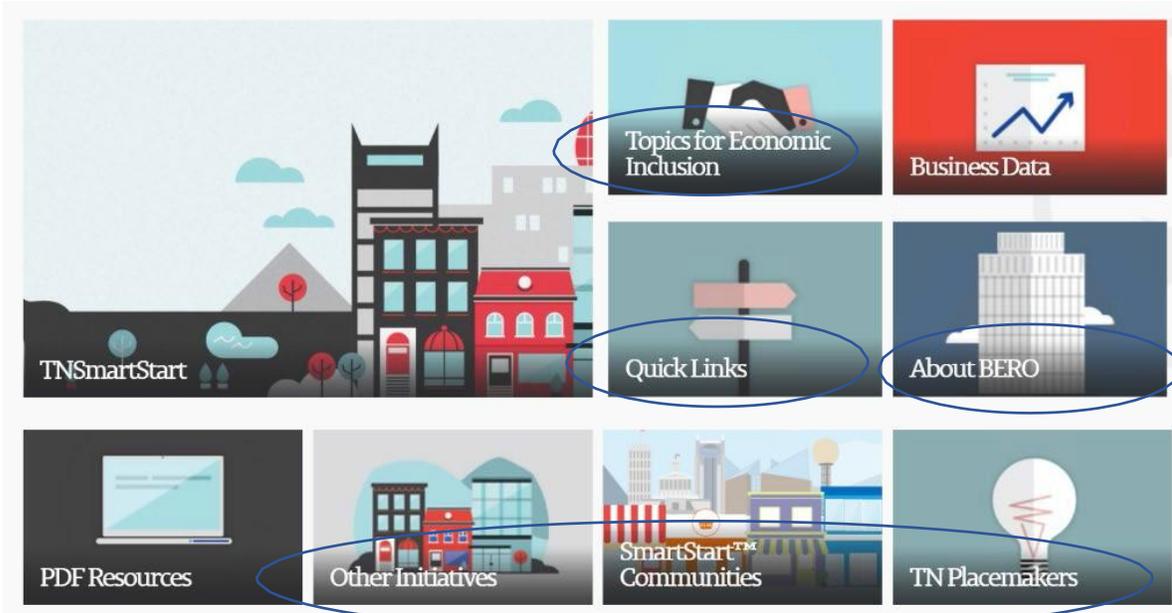
resources and tools

TELEFONNESSE



Resources | BERO resource overview

tn.gov/ecd/bero • tnsmartstart.com



Here's what you'll find...

tn.gov/ecd/bero

- Interactive guide for starting a business, including how register, referrals to entrepreneur support organizations for assistance locally, and a dynamic business model canvas, all of which are tailored to the user's responses (*TN SmartStart*)
- Static, PDF/hardcopy resources: (1) TN SmartStart™ Guide, a guide for new and existing small businesses and entrepreneurs, (2) a visual flowchart "How to Start a Business," and (3) a blank Business Model Canvas (*PDF Resources*)

- Procurement, certification, policy information and resources for small and DBE business owners (*Topics in Economic Inclusion*)
- Access to current data for businesses that have employees or have no employees as well as data based on business ownership by race, ethnicity, gender and veteran status. (*Business Data*)
- Resources to help businesses and communities deliver better, with topics from advocacy to data collection, art to agriculture to tech. (*Quick Links*)
- General information and annual reports (*About BERO*)
- Funding opportunities for rural and urban core small business and entrepreneurship development (*TN Placemakers* Entrepreneurship Fund*)
- *TN SmartStart™ Community* initiative trains and equips Community Partners with the resources and tools to address the needs of new and existing small businesses and entrepreneurs within their own communities.
- Public-Private Partnerships: Rural Opportunity Fund, TN Driving Innovation mobile platforms – theLab, the Venture and theAMP (*Other Initiatives*)



Resources | Tennessee SmartStart™

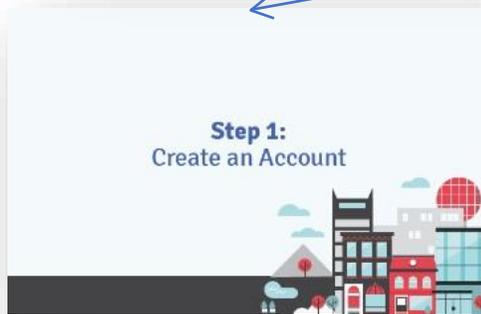
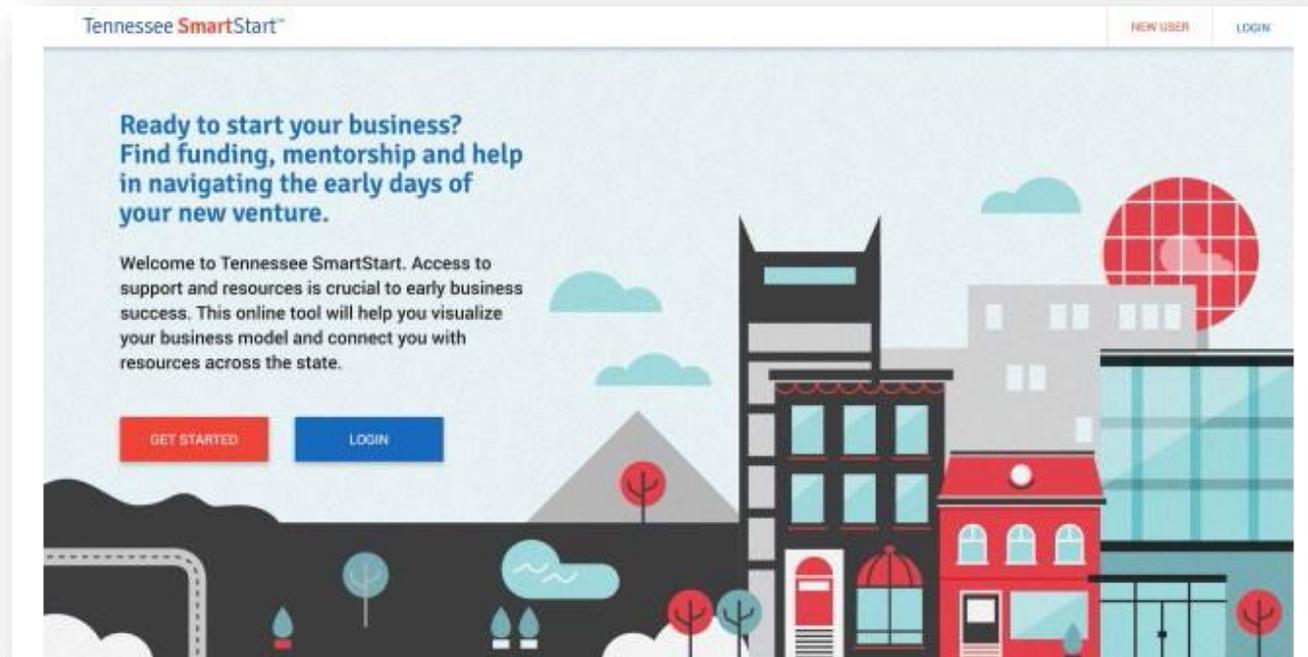
Smart Businesses Start Here • tnsmartstart.com

Tennessee SmartStart™

What is it?

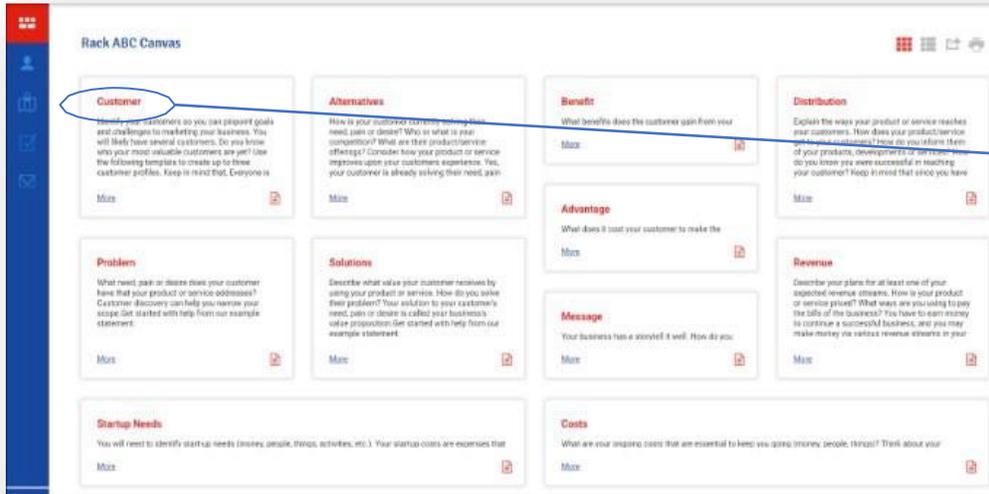
Access to support and resources is crucial to early business success. This online tool will help you visualize your business model and connect with resources across the state.

Watch this video to learn how to use the app, and/or visit the website at tnsmartstart.com to get started now.





Tennessee SmartStart™ | Screenshots 2



Business Model Canvas

Users complete a canvas that may be customized to the specific business.



Customer

Identify your customers so you can pinpoint goals and challenges to marketing your business. You will likely have several customers. Do you know who your most valuable customers are yet? Use the following template to create up to three customer profiles. Keep in mind that, "Everyone is our (potential) customer!" isn't narrow enough to help you market your business. Get started with help from our example statement:

Canvas Starter

Our target customer is primarily between the ages of with an average income of and they work in the .

Details

Tennessee SmartStart™

- STEP ONE: Choose a name
- What is your business name?
- STEP TWO: Choose a Legal Structure
- Recommendation: Consult an attorney, CPA, business counselor
- STEP THREE: Obtain Your Taxpayer ID Number
- SSN or FEIN: Sole Proprietor/General Partnership (Social Security Administration or IRS)
- FEIN: Corporation, LLC, LLP, LP (IRS)
- STEP FOUR: Taxes
Identify the basic tax obligations of operating your business in Tennessee.
- Register: TN Dept. of Revenue
- County Tax Assessor, possibly others...
- STEP FIVE: Register Your Business
- Sole Proprietor/General Partnership (Municipal/County Clerk)
- Corporation, LLC, LLP, LP (TN Secretary of State and Municipal/ County Clerk)
- STEP SIX: Employees
- Will your business employ additional staff?
- Yes/No: TN Dept. of Labor and Workforce Development
- STEP SEVEN: Regulations/Licensures
Is your business required to register with other departments or agencies?
- Based on business: ABC, Ag, Commerce and Insurance, TDEC, Health, Labor WFD, ATF, USDA, etc

Checklist

It provides a simplified step-by-step guide to registering a business in Tennessee.



tn.gov/e cd/bero

tnsmartstart.com

This information is a general guideline for registering your business. Aspects of your business may require additional steps, registrations and/or licenses. You may need to consult an attorney, CPA or business counselor.



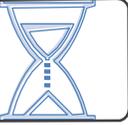
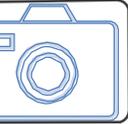
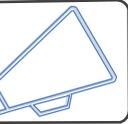
Locating Resources

Yours to use

| Sign-up, research, assets...

tn.gov/e cd

Use your resources – they are there to help you.

-  Find progress on projects
-  Reports, white papers, maps,
-  Everything you want to know... demographics, industries, etc.
-  Hi-res images across TN
-  Every Friday find out what the big news items were... announcements
-  Other required to be posted on website things...

Resources

- Open ECD
- Publications & Maps
- County Profile Tool
- Photo Assets
- Newsletter Sign-up
- Brand Assets
- Legal
- Resource Links



The background image shows a website interface with several resource tiles:

- Topics for Economic Inclusion
- Business Data
- Quick Links
- About BERO
- Other Initiatives
- SmartStart Communities
- TN Placemakers

The footer contains the following information:

Tennessee Department of Economic and Community Development
 Bob Rolfe, Commissioner
 312 Ross L. Park Avenue
 Nashville, Tennessee 37243
 (615) 741-1888
 ECD.Communications.Office@tn.gov





Resources to Know About | COVID-19

(tn.gov/smallbusiness)

In addition to resources including [IEDC](#), here are quick references for high-level information:

Larger businesses:

[TN Chamber](#) updates: They are doing a good job of providing daily updates for the businesses and chambers

[UT-CIS](#): List resources by Industry and Field (i.e. guidance for manufactures, OSHA guidance, industrial disinfectant use, etc.)

Community

[Co.Starters' Recovery Guide](#): a “continuously curating resources to help small businesses regain their footing after disaster”

[National Main Street](#): they are compiling existing resources, opportunities, and community response examples to help Main Street districts during this crisis

[Retail Strategies](#): a good guide for retailers and communities that addresses federal small business loans; laws and advocacy; local resources for marketing, getting creative

[Nonprofit Finance Fund](#): provides a COVID-19 guide for nonprofits.

[Restore Your Economy](#): IEDC managed, resources for working on economic recovery efforts for a disaster-impacted community.

Small, innovation, creative, main street, startups

These websites offer guidance from health officials, various updates and resources to support small businesses and startups, webinars and other virtual learning opportunities. Check them regularly as they are updating as applicable.

[Pathway Lending/Women's and Veteran's Outreach Centers](#): from lending to providing a wide-range of services, which include in-depth business counseling, classroom training, and peer-to-peer learning to help entrepreneurs start, expand, and successfully manage their businesses.

*[Co.Starters' Recovery Guide](#): a “continuously curating resources to help small businesses regain their footing after disaster”

*[HelloAlice: COVID-19 Small Business Resource Center](#): funding and guidance on how to support entrepreneurs and small business owners through the impacts of coronavirus

[Center for Profitable Agriculture](#): COVID-19resources for ag-related businesses

[SBA](#) and [TSBDC](#): up-to-date resource providers to help with preparing and submitting SBA loans (for COVID-19 and tornados)

[NFIB](#): A membership-based small business association suppling COVID-19; some things are for members only

* *have an especially robust breadth of resources*



Wrap-up | Questions?



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TN.GOV/ECD/BERO | TNSMARTSTART.COM | TN.GOV/SMALLBUSINESS